



## Transcript from July 6, 2010 to July 6, 2010

All times are Pacific Time

## July 6, 2010

- 10:21 am **Sheldrake:** #CIPR #measurepr roundtable just finished. V good stuff with AMEC, Precise, Cision, Kantar & Investor Dynamics. Updated guidance soon!
- 12:11 pm **alanchumley:** RT @Sheldrake: #CIPR #measurepr roundtable just finished. V good stuff with AMEC, Precise, Cision, Kantar & Investor Dynamics. Updated guidance soon!
- 12:19 pm **CARMA\_Tweets:** Lively & informative #measurePR chat today at 12-1 pm ET with @kdpaine. <http://ht.ly/26uwy> RT @shonali
- 12:28 pm **alanchumley:** Lively & informative #measurePR chat today at 12-1 pm ET with @kdpaine. <http://ht.ly/26uwy> RT @shonali
- 12:41 pm **shonali:** @alanchumley Looking forward to #measurePR today, right @kdpaine?
- 1:01 pm **theelusivfish:** writing post-it note to myself and sticking it on my screen ... #measurePR today at 12-1 ET
- 1:35 pm **kdpaine:** RT @alanchumley: Lively & informative #measurePR chat today at 12-1 pm ET with @kdpaine. <http://ht.ly/26uwy> RT @shonali
- 1:42 pm **shonali:** Gotta catch up on work before #measurePR today (remember, 12-1 pm ET with @kdpaine - hope to see you there).
- 2:01 pm **therealpmoment:** RT @kdpaine: RT @alanchumley: Lively & informative #measurePR chat today at 12-1 pm ET with @kdpaine. <http://ht.ly/26uwy> RT @shonali
- 2:04 pm **SuzieLin:** Can't wait RT @shonali: Gotta catch up on work before #measurePR today (remember, 12-1 pm ET with @kdpaine - hope to see you there).
- 2:46 pm **SuzieLin:** @jefespo Aside from the heat, today is going well. Glad you're off to a good start! Are u planning to join #measurepr chat today?
- 3:16 pm **richardbagnall:** PR Measurement peeps, #measurepr with @KDPaine and @shonali starts in 45 minutes - dont miss it!
- 3:23 pm **CommAMMO:** RT @richardbagnall: PR Measurement peeps, #measurepr with @KDPaine and @shonali starts in 45 minutes - dont miss it!
- 3:48 pm **PRAMITASEN:** #measurepr in 10 mins today? @shonali @SuzieLin
- 3:49 pm **SuzieLin:** Yes! R u joining today? RT @PRAMITASEN: #measurepr in 10 mins today? @shonali @SuzieLin
- 3:49 pm **williamstim:** RT @richardbagnall: PR Measurement peeps, #measurepr with @KDPaine and @shonali starts in 10 minutes - dont miss it!
- 3:51 pm **PRAMITASEN:** Yes...totally excited for it! RT @SuzieLin: Yes! R u joining today? RT @PRAMITASEN: #measurepr in 10 mins today? @shonali @SuzieLin
- 3:52 pm **SuzieLin:** @PRAMITASEN Woo hoo! Me too, especially since I missed the last one. #measurepr
- 3:54 pm **PRAMITASEN:** Yeah...same here! RT @SuzieLin: @PRAMITASEN Woo hoo! Me too, especially since I missed the last one. #measurepr
- 3:55 pm **shonali:** Six minutes left for #measurePR, it'll be great to have @kdpaine back. Snooze me if I talk too much. :)
- 3:56 pm **kikilitalien:** ATTN: #assnchat tweeps - Check out this chat, if you have the chance! RT @shonali: Six minutes left for #measurePR
- 3:57 pm **kdpaine:** RT @shonali: Six minutes left for #measurePR, it'll be great to have @kdpaine back. Snooze me if I talk too much. :)

4:57 pm **krzimmer:** @shonali Going to do my best to actually JOIN the convo today! How have you been? :) #measurePR

4:59 pm **shonali:** Before we start, if you have questions for @kdpaine during today's #measurePR, please DM to me. Thanks!

4:00 pm **shonali:** @kikitalien Thanks for giving #measurePR a shoutout!

4:00 pm **SuzieLin:** RT @shonali: Before we start, if you have questions for @kdpaine during today's #measurePR, please DM to me. Thanks! #measurepr

4:00 pm **Narciso17:** Less Than a Minute Until Today's #measurePR (12-1 pm ET with @kdpaine and moderated by @shonali)

4:00 pm **CommAMMO:** RT @shonali: And... its time! Welcome to the bi-weekly #measurePR chat, where we discuss all things related to PR measurement. #measurepr

4:00 pm **shonali:** Before we jump into the chat with @kdpaine, please introduce yourself so we know who we're talking to. :-p #measurePR

4:01 pm **Narciso17:** Unfortunately, I Have to Miss Today's #measurePR with @kdpaine ...!.... Have a Cool Time w/Her @shonali

4:01 pm **kdpaine:** @shonali #measurePR okay, I'm here!

4:01 pm **jeffespo:** Jeff Esposito PR/SM manager @vistaprint #measurepr

4:01 pm **CommAMMO:** Hey all - Sean here, 15 months as #solopr, #ipr Measurement Commission colleague with @kdpaine. #measurepr

4:02 pm **shonali:** I'm a #solopr pro in the DC area, measurement fanatic (hence this chat) and long-time devotee of @kdpaine. #measurePR

4:02 pm **shonali:** @jeffespo @SuzieLin @CommAMMO Great to see you! #measurePR

4:02 pm **kdpaine:** @CommAMMO #solopr #ipr #measurepr and your question is?

4:02 pm **alanchumley:** #measurepr Intro: Alan Chumley, measurement groupie & senior dude CARMA media analysts: @CARMA\_Tweets

4:02 pm **mdbarber:** Good morning from Anchorage where it's cool & windy; rain in forecast #measurepr

4:03 pm **SuzieLin:** @shonali Thank you! I'm happy I could make it this week! Hope you're staying cool in this heat today #measurepr

4:03 pm **shonali:** @mdbarber @alanchumley @PRAMITASEN @krzimmer Great to see all of you! @SuzieLine, I'm just glad the water restriction's lifted. #measurePR

4:04 pm **richardbagnall:** Based in London, so it's hello from this side of the pond.... #measurepr

4:04 pm **rockstarjen:** Hi all from not-so-sunny San Diego. 17-year (6 of the solo) PR pro here. #measurepr

4:05 pm **richardbagnall:** @kdpaine No plane to catch today Katie... :-) Got your power lead? #measurepr

4:05 pm **PRAMITASEN:** @shonali Glad to be back on #measurepr again :)

4:06 pm **kdpaine:** @richardbagnall #measurepr have power, cell phone, working laptop AND AC. Can't believe it's 90 in Berlin, NH!

4:07 pm **kdpaine:** @mdbarber #measurepr please send us some of that cool air, please please please :)

4:08 pm **shonali:** @theelusivfish @rockstarjen @richardbagnall Hey y'all! #measurePR

4:08 pm **krzimmer:** @rebeccadenison Don't know if you are aware of this chat happening: #measurePR with @kdpaine ?

4:08 pm **zumothecat:** Hi everyone, looking forward to convo. I do online campaigns and marketing things. #measurepr

4:08 pm **shonali:** OK, let's start. I don't think @kdpaine needs an intro, but just in case, she's the queen of measurement. Seriously. #measurePR

4:08 pm **rmpapag:** Hello #measurepr from super hot MD. Looking forward to today's discussion.

4:09 pm **SuzieLin:** @shonali Yep, great that they lifted the water ban. I can't believe the heat! #measurepr

4:09 pm **mdbarber:** @kdpaine Happy too! We're a little tired of it. Rain all this week and 60 as a high. Come for a visit! #measurepr

4:09 pm **CommAMMO:** @kdpaine I guess I'm a @kdpaine groupie... ;-) #measurepr

4:09 pm **kdpaine:** @shonali #measurePR need proof? We did our first social media measurement project for Epson in 1996!

4:10 pm **shonali:** Q1: @kdpaine, What can you tell us about the "Barcelona principles," and how can PR pros start putting them into practice? #measurePR

4:10 pm **theelusivfish:** consensus seems to be that we are all super hot, but how's the weather? #measurepr ;P

4:10 pm **shonali:** @kdpaine LOL, I certainly don't need proof. I worship at your temple, remember? :-p #measurePR

4:11 pm **shonali:** @mpapag @zumothecat Welcome! #measurePR

4:11 pm **kikitalien:** Listening to Kojo Show on WAMU 88.5 (discussing rights for free universal broadband) and following #measurepr chat... = BLISS!

4:12 pm **alanchumley:** @CommAMMO: #measurepr Me? booster, disciple, not thought-leader but fast-follower and a hell of a cheerleader! :)

4:12 pm **vedo:** I'll miss #measurePR today w/ @kdpaine; I'm still enjoying the cool vacation in Montana. Enjoy the chat everyone. (k12 school #PR pro)

4:13 pm **RebeccaDenison:** Probably mostly listening this time. Tryin' to catch up after a long weekend! @kdpaine @shonali I need to catch up w/ y'all soon! #measurepr

4:13 pm **richardbagnall:** @kikitalien the world needs more people like you! :) #measurepr

4:13 pm **PRVille:** Don't forget! #measurepr chat happening right now. Even if you only lurk, you'll get some great info!

4:13 pm **SuzieLin:** RT @shonali: Q1: @kdpaine What can u tell us about the "Barcelona principles" & how can PR pros start putting them into practice? #measurepr

4:13 pm **PRAMITASEN:** This is what I know about Barcelona Principles <http://ht.ly/27CYp> . Would love to learn more #measurepr

4:14 pm **richardbagnall:** @RebeccaDenison Hi Rebecca, hope all's well. :) #measurepr

4:14 pm **mdbarber:** Seeing you all talking ab East Coast weather reminds me why I'm a West Coaster all the way. Humidity & I don't like each other. #measurepr

4:14 pm **theelusivfish:** .@kdpaine 1996! jinkies.... please tell me they weren't all arguing over the AVE for animated GIFs of fire back then #measurepr

4:14 pm **kdpaine:** #measurepr next thing: adopt them ourselves. Avoid firms that use AVEs, or do things not in the principles. Make sure ur own org touts them

4:14 pm **jeffespo:** RT @SuzieLin: RT @shonali: Q1: @kdpaine What can u tell us about the "Barcelona principles" & how can PR pros start putting them into practice? #measurepr

4:15 pm **CommAMMO:** RT @shonali: Q1: @kdpaine, What can you tell us abt the "Barcelona principles," & how can PR pros start putting them in2 practice? #measurepr

4:15 pm **kyle\_a\_m:** Listening in on #measurepr. Marginally late to the party, but look forward to great conversation with @kdpaine

4:15 pm **kdpaine:** #measurepr #AMEC10 Barcelona was significant because of the consensus we achieved around measuring outcomes not outputs.

4:15 pm **alanchumley:** @kdpaine ...and measurement's in the family dna, no? thinking of the story of your father's speech in the 1940's? #measurepr

4:15 pm **shonali:** PS, if you're participating in today's chat, do remember to use the hashtag/reference the question numbers. Helps with sanity. :) #measurePR

4:15 pm **lucyfunf:** RT @kdpaine: #measurepr next thing: adopt them ourselves. Avoid firms that use AVEs, or do things not in the principles. Make sure ur own org touts them

4:16 pm **mdbarber:** @kdpaine Is there a link to the agreement? I saw a press release but haven't seen the agreement itself. #measurepr

- 4:16 pm **kdpaine:** #measurepr here's my checklist for implementing the Barcelona Princ. #AMEC10 <http://bit.ly/bIHT9e>
- 4:16 pm **CommAMMO:** RT @kdpaine: #measurepr #AMEC10 Barcelona significant because {of} consensus we achieved around meas'g outcomes not outputs. #measurepr
- 4:16 pm **PRAMITASEN:** RT @kdpaine: #measurepr #AMEC10 Barcelona was significant because of the consensus we achieved around measuring outcomes not outputs.
- 4:16 pm **richardbagnall:** Nice post on UK's CIPR website with a little help from @sheldrake including his well constructed thoughts <http://bit.ly/aBVBhb> #measurepr
- 4:16 pm **kdpaine:** @mdbarber #measurepr links to all things Barcelona Principles are here: <http://bit.ly/d4GPI8>
- 4:17 pm **shonali:** RT @kdpaine: 1st thing need to do w Barcelona Principles is to spread the word. Get local chapters, IABC, CPRF, etc to sign on. #measurePR
- 4:17 pm **rockstarjen:** RT @kdpaine: #measurepr heres my checklist for implementing the Barcelona Princ. #AMEC10 <http://bit.ly/bIHT9e> #measurepr
- 4:17 pm **alanchumley:** RT @CommAMMO: RT @kdpaine: #measurepr #AMEC10 Barcelona significant because {of} consensus we achieved around meas'g outcomes not outputs. #measurepr
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- 4:17 pm **SuzieLin:** RT @kdpaine: #measurepr heres my checklist for implementing the Barcelona Princ. #AMEC10 <http://bit.ly/bIHT9e> #measurepr
- 4:17 pm **shonali:** RT @kdpaine: Barcelona was significant because of the consensus we achieved around measuring outcomes not outputs. #measurePR
- 4:17 pm **mdbarber:** @kdpaine Thanks! #measurepr
- 4:18 pm **mdbarber:** RT @kdpaine: @mdbarber #measurepr links to all things Barcelona Principles are here: <http://bit.ly/d4GPI8> #measurepr
- 4:18 pm **shonali:** Re: Q1: But we've had this discussion re: AVE, etc., before. Why was/are #AMEC10 / Barcelona Principles different? #measurePR
- 4:18 pm **rmpapag:** Link to Barcelona Declaration of Measurement Principles <http://ht.ly/27D9I> #measurePR
- 4:18 pm **mstory123:** RT @shonali: RT @kdpaine: #measurepr next thing: adopt them ourselves. Avoid firms that use AVEs, or do things not in the principles. #measurePR
- 4:18 pm **PRAMITASEN:** RT @kdpaine: @mdbarber #measurepr links to all things Barcelona Principles are here: <http://bit.ly/d4GPI8>
- 4:19 pm **shonali:** RT @kdpaine: links to all things Barcelona Principles are here: <http://bit.ly/d4GPI8> #measurePR
- 4:19 pm **shonali:** RT @kdpaine: Here's my checklist for implementing the Barcelona Princ. #AMEC10 <http://bit.ly/bIHT9e> #measurePR
- 4:19 pm **RebeccaDenison:** @richardbagnall Hey hey! I'm fabulous over here, how are you doing, dude? #measurepr
- 4:20 pm **shonali:** RT @rmpapag: Link to Barcelona Declaration of Measurement Principles <http://ht.ly/27D9I> #measurePR
- 4:20 pm **mdbarber:** RT @kdpaine: #measurepr next thing: adopt them ourselves. Avoid firms that use AVEs, or do things not in the principles. #measurepr
- 4:20 pm **richardbagnall:** RT @rmpapag: Link to Barcelona Declaration of Measurement Principles <http://ht.ly/27D9I> #measurePR
- 4:20 pm **SuzieLin:** Q1 Some of these should already be adopted! #measurepr
- 4:21 pm **kikitalien:** RT @PRAMITASEN: RT @kdpaine: @mdbarber #measurepr links to all things Barcelona Principles are here: <http://bit.ly/d4GPI8>
- 4:21 pm **rmpapag:** RT @kdpaine: #measurepr Judges for Anvils, Quills etc. should toss out entries that don't link metrics to goals & abide by the principles

- 4:21 pm **shonali:** Amen! RT @kdpaine: Judges for Anvils, Quills etc. should toss out entries that don't link metrics to goals, abide by principles #measurePR
- 4:22 pm **dconciierge:** I'm checking out the the #measurePR chat featuring @kdpaine.
- 4:22 pm **theelusivfish:** I like in @kdpaine's checklist the recommendation to drop anything that doesn't provide insight into how the metric is produced. #measurepr
- 4:22 pm **mdbarber:** RT @kdpaine: Next,judges for Anvils, Quills etc. should toss entries that dont link metrics to goals & abide by the principles #measurepr
- 4:22 pm **kdpaine:** @SuzieLin #measurepr yes, many of them are old hat, but it's the unconverted tlike Mark Scott that need them <http://bit.ly/d4GPI8>
- 4:22 pm **PRAMITASEN:** RT @kdpaine: #measurepr Nxt,judges for Anvils, Quills etc. shud toss out any entries dat don't link metrics to goals & abide by d principles
- 4:23 pm **alanchumley:** Completely agree!!! RT @kdpaine #measurepr PR awards judges should toss entries that don't link metrics to goals & abide by principles
- 4:23 pm **SuzieLin:** RT @kdpaine: #measurepr Next judges 4 Anvils, Quills etc should toss entries that dont link metrics 2 goals & abide by principles #measurepr
- 4:23 pm **shonali:** @kdpaine Do you have any idea why @IABC wasn't represented at #AMEC10? #measurePR
- 4:23 pm **kdpaine:** @alanchumley #measurepr @richardbagnall @CommAMMO can you convince ur respective org to do that?
- 4:24 pm **RebeccaDenison:** Absolutely! RT @kdpaine PR awards judges should toss entries that dont link metrics to goals & abide by principles #measurepr
- 4:24 pm **NahumG:** RT @shonali: RT @rmpapag: Link to Barcelona Declaration of Measurement Principles <http://ht.ly/27D9l> #measurePR
- 4:24 pm **theelusivfish:** would hope that judges for anvils, quills etc. would DEMAND to see the metrics. Heck - should be part of the judging criteria #measurePR
- 4:24 pm **kdpaine:** @shonali #AMEC10 #measurePR no idea. Probably because they couldn't afford to be there?
- 4:24 pm **shonali:** Re: tossing out entries that don't have metrics, etc., I'm proud that @IABCDCMetro's been very strong on that. #measurePR
- 4:24 pm **PRAMITASEN:** It's strange that they weren't represented! RT @shonali: @kdpaine Do you have any idea why @IABC wasn't represented at #AMEC10? #measurePR
- 4:25 pm **shonali:** @kdpaine To take a page out of your book, how could @IABC afford NOT to be there?! #AMEC10 #measurePR
- 4:25 pm **mrAnalyst\_tweet:** RT @kdpaine: #measurepr here's my checklist for implementing the Barcelona Princ. #AMEC10 <http://bit.ly/blHT9e>
- 4:25 pm **CommAMMO:** @kdpaine I ask abt @iabc @prsa relevance in @prconversations post today. <http://bit.ly/cIDFm0> Not specif to #measurement, but... #measurepr
- 4:26 pm **shonali:** OK - lots of great stuff from @kdpaine re: Barcelona Principles. Let's move on to Q2, coming right up... #measurePR
- 4:26 pm **theelusivfish:** You should have to show just \*how\* successful you were in order to get an award for success. imho. #measurepr
- 4:26 pm **shonali:** Q2 (from @commAMMO) How do you measure your professional/industry association ROI? #measurePR
- 4:27 pm **kyle\_a\_m:** @theelusivfish Not just how successful you were, but how you were successful. #measurepr
- 4:28 pm **shonali:** @CommAMMO Grunig, Potter, @kdpaine herself (I think), @alanchumley... throw a stone... #measurePR
- 4:28 pm **RebeccaDenison:** YES! Defining success is key! RT @kyle\_a\_m @theelusivfish Not just how successful you were, but how you were successful. #measurepr
- 4:29 pm **kdpaine:** @shonali #measurePR interesting question. 4 me, 1. quality of leads/business relative to costs 2. quality of discussion/learnings

4:29 pm **shonali**: Q2 again (from @CommAMMO): How do you measure your professional/industry association ROI? #measurePR

4:29 pm **mdbarber**: Q2-- Personally prof industry ROI is directly related to participation. ROI isn't handed out; participation garners trem returns. #measurepr

4:30 pm **kikilitalien**: <Ditto! One of the best chats out there.> RT @rockstarjen: Mostly lurking this morning, but learning much already from @kdpaine. #measurepr

4:30 pm **krisTK**: Will share w my PR students RT @shonali: RT @kdpaine: links to all things Barcelona Principles are here: <http://bit.ly/d4GPI8> #measurePR

4:30 pm **alanchumley**: @kdpaine We don't advocate AVE's use. (The odd legacy project/client..converting those). We fully support the Barcelona Prin's. #measurepr

4:31 pm **JGoldsborough**: Be grt 2c. RT @kdpaine: #measurepr I have a cool little spreadsheet I'd be happy to share that calculates the ROI of every conf. I attend

4:31 pm **shonali**: Yes, please! RT @kdpaine: I have a cool little spreadsheet I'd be happy to share that calculates the ROI of every conf. I attend #measurePR

4:31 pm **SuzieLin**: Q2 Hmmm, quality of contacts, High quality of industry insight and knowledge that helps grow skills #measurepr

4:32 pm **kdpaine**: @richardbagnall #measurepr. if a client says they "must have" AVEs, I price it accordingly. It's amazing how fast they drop it :)

4:32 pm **PRAMITASEN**: Q2. The quality of success is very imp. Also, who did you have success with = equivalent to measuring the value of your success. #measurepr

4:32 pm **krusk**: @kdpaine I'd love to see that too, currently evaluating confs I've attended. #measurePR

4:32 pm **shonali**: @CommAMMO Perhaps, but all of them are very strong on measurement. So the question is why are folks like 'em not rep. IABC? #measurePR

4:33 pm **kdpaine**: @kkimberl #prsapgh it's here <http://bit.ly/d4GPI8> #meASUREPR

4:33 pm **shonali**: LOL, good tip. RT @kdpaine: If a client says they "must have" AVEs, I price it accordingly. It's amazing how fast they drop it :) #measurePR

4:33 pm **mdbarber**: Q2 -- quality of networks also important in prof orgs & conferences. Not nec growing biz but growing expertise in diff areas. #measurepr

4:33 pm **SuzieLin**: I'd luv see it RT @kdpaine: I have a cool little spreadsheet Id be happy to share that calculates the ROI of every conf. I attend #measurepr

4:33 pm **jetsnow**: RT @kdpaine: links to all things Barcelona Principles are here: <http://bit.ly/d4GPI8> #measurePR

4:34 pm **mdbarber**: RT @kdpaine: if a client says they "must have" AVEs, I price it accordingly. Its amazing how fast they drop it :) #measurepr

4:34 pm **shonali**: RT @mdbarber: Q2 - quality of networks also important in prof orgs & conferences. Not nec growing biz but expertise in diff areas #measurePR

4:35 pm **richardbagnall**: @kdpaine LOL! I find AVE rapidly becoming outdated - condemned both sides of the atlantic, not appropriate to modern media #measurepr

4:35 pm **kdpaine**: #measurepr will post the conference evaluation spread sheet to my blog as soon as this is done

4:35 pm **CommAMMO**: @mdbarber I hear you on prof dev'l -- was one disapp part of #iabc10 for me. Am searching. #measurepr

4:36 pm **CommAMMO**: RT @kdpaine: #measurepr will post the conference evaluation spread sheet to my blog as soon as this is done #measurepr

4:36 pm **kdpaine**: @TijisB #measurepr I agree, very little discussion of relationships and influence. but it's a good first step. We've raised the floor

4:36 pm **mdbarber**: Most folks using AVE are "older school" who don't understand, & don't want to, that there's a better way. How 2 teach old dogs... #measurepr

4:36 pm **theelusivfish**: add me to list of folks that would like a gander at @kdpaine's ROI for conferences spreadsheet #measurepr

- 4:36 pm **CommAMMO:** RT @richardbagnall: @kdpaine LOL! I find AVE rapidly outdated - condemned both sides of atlantic, not approp 2 modern media #measurepr
- 4:37 pm **shonali:** RT @kdpaine: will post the conference evaluation spread sheet to my blog as soon as this is done #measurePR
- 4:37 pm **mdbarber:** @CommAMMO Each conference has its good & not so good points. Industry org participation needs to be ongoing, IMO. #measurepr
- 4:37 pm **SuzieLin:** Q2 Building quality relationships is huge too #measurepr
- 4:37 pm **rmpapag:** Off the shelf PR tools include AVE as one of their Analytics. How long to you think it will be before that is gone? #measurepr
- 4:38 pm **theelusivfish:** #zombiemetrics RT @shonali Seems to me just as we manage to "bury" AVE, some SM smartass resurrects via a "calculator." #measurePR
- 4:38 pm **kdpaine:** #measurePR those new "ROI Calculators" are almost worse than AVEs. Based on zero research & totally made up assumptions
- 4:38 pm **CommAMMO:** @shonali Oh, don't get me started again. <http://bit.ly/bL4b4i> "Theater of the Absurd in Social Media Metrics" #measurepr
- 4:38 pm **PRAMITASEN:** RT @SuzieLin: Q2 Building quality relationships is huge too #measurepr
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- 4:39 pm **kdpaine:** @rmpapag #measurepr ma yr at most. 4 most of my clients, only 9% of their coverage is in "traditional media" down from 95% 3 yrs ago.
- 4:39 pm **CommAMMO:** RT @kdpaine: #measurePR new "ROI Calculators" are almost worse than AVEs. Based on zero research & totally made up assumptions #measurepr
- 4:39 pm **mdbarber:** RT @kdpaine: #measurePR those new "ROI Calculators" r almost worse than AVEs. Based on no research & totally made up assumptions #measurepr
- 4:39 pm **shonali:** I KNOW! RT @CommAMMO: @shonali Oh, don't get me started again. <http://bit.ly/bL4b4i> "Theater of the Absurd in SM Metrics" #measurePR
- 4:39 pm **UnitedLinen:** (Here please) @kdpaine: #measurepr I have a cool little spreadsheet I'd be happy to share that calculates the ROI of every conf. I attend
- 4:39 pm **kdpaine:** #measurepr as traditional media declines in influence so will AVE because there won't be any "equivalency" available
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- 4:40 pm **nwa\_prsa:** RT @PRVille: Don't forget! #measurepr chat happening right now. Even if you only lurk, you'll get some great info!
- 4:40 pm **mdbarber:** RT @kdpaine: @rmpapag ma yr at most. 4 most of my clients, only 9% of their coverage is in "trad media" down fr 95% 3 yrs ago. #measurepr
- 4:40 pm **mdbarber:** RT @kdpaine: #measurepr as traditional media declines in influence so will AVE because there wont be any "equivalency" available #measurepr
- 4:41 pm **audacia\_rp:** RT @kdpaine: #measurepr as traditional media declines in influence so will AVE because there won't be any "equivalency" available
- 4:41 pm **rmpapag:** Push traditional news into a Marketing Mix, makes more sense because we can see outcomes. #measurepr
- 4:41 pm **shonali:** RT @richardbagnall: Advertisers don't measure in PR equivs yet PR is guardian of corp rep. Why demean ourselves measuring in AVE? #measurePR
- 4:42 pm **audacia\_rp:** RT @CommAMMO: RT @kdpaine: #measurePR new "ROI Calculators" are almost worse than AVEs. Based on zero research & totally made up...

- 4:42 pm **krzimmer:** #measurePR RT @CommAMMO: @shonali Oh, don't get me started again. <http://bit.ly/bL4b4i> "Theater of the Absurd in SM Metrics"
- 4:42 pm **jetsnow:** RT @kdpaine: those new "ROI Calculators" are almost worse than AVEs. Based on zero research & totally made up assumptions #measurePR
- 4:43 pm **klaudia\_medeyin:** muy interesantes las discusiones de #measurepr u\_u
- 4:43 pm **kdpaine:** @shonali #measurePR more to the point, if\$\$ are flowing AWAY from Adv. why do we compare ourselves to it?
- 4:43 pm **CommAMMO:** SocMed too - in theory. RT @rmpapag: Push traditional news into a Marketing Mix, makes more sense because we can see outcomes. #measurepr
- 4:43 pm **kdpaine:** @CommAMMO #measurepr Very good point Sean. We need to change the thinking in the Bus. Schools. How do we do that?
- 4:43 pm **CommAMMO:** RT @kdpaine: more to the point, if\$\$ are flowing AWAY from Adv. why do we compare ourselves to it? #measurepr
- 4:44 pm **jeffespo:** @kdpaine Great point, it almost seems that advt is looking to move more towards PR/ conversational marketing #measurepr
- 4:44 pm **richardbagnall:** @CommAMMO Agreed. As I said, it's all about better education.... #measurepr
- 4:44 pm **shonali:** RT @kdpaine: More to the point, if \$\$ are flowing AWAY from Adv. why do we compare ourselves to it? #measurePR
- 4:44 pm **shonali:** @kdpaine Very true! #measurePR
- 4:45 pm **SuzieLin:** Great point RT @kdpaine: @shonali #measurePR more to the point, if\$\$ flowing AWAY from Adv. why do we compare ourselves to it? #measurepr
- 4:45 pm **RebeccaDenison:** @CommAMMO Agreed! Why do we keep PR in journalism schools? Just keeps up the perception that we're not really part of business. #measurepr
- 4:45 pm **rmpapag:** Yes & compare/contrast the two RT @CommAMMO: SocMed too - in theory. RT @rmpapag: Push traditional news into a Marketing Mix #measurepr
- 4:46 pm **kdpaine:** @jeffespo #measurepr exactly, leave it to PR to be going in the opposite direction :)
- 4:46 pm **CommAMMO:** @kdpaine re bus schools - comm'cation, cooperation, coordination = benefits of integration. Break silos. Sounds familiar, no? #measurepr
- 4:46 pm **SLGneil:** Missing the #measurepr chat unfortunately, but thought my latest blog post would be of interest <http://ow.ly/27Ehn> (cc @richardbagnall)
- 4:47 pm **shonali:** @zeidel @kdpaine That's worth its weight in gold (re: learning what NOT to do). Almost like "what not to wear." :-p #measurePR
- 4:47 pm **jordervan:** RT @klaudia\_medeyin: muy interesantes las discusiones de #measurepr u\_u
- 4:47 pm **mdbarber:** PRSA has MBA/Biz School Initiative trying to get more PR in biz/MBA programs. Message if you'd like to help out. #measurepr
- 4:48 pm **kdpaine:** @CommAMMO #measurepr yes, and the next thing I will invent is the Silo-Busting Measurement Bomb :)
- 4:48 pm **theelusivfish:** value and promote and encourage the schools that get it right. comment and critique those who do it wrong #measurepr
- 4:48 pm **jordervan:** RT @rmpapag: Off the shelf PR tools include AVE as one of their Analytics. How long to you think it will be before that's gone? #measurepr
- 4:48 pm **shonali:** RT @mdbarber: PRSA has MBA/Biz School Initiative trying to get more PR in biz/MBA programs. Message if you'd like to help out. #measurePR
- 4:48 pm **richardbagnall:** AVEs are falling even with more coverage thanks to ad recession. YET another reason to kill the AVE! #measurepr
- 4:48 pm **CommAMMO:** Many CMOs see themselves as scientists, whilst CCOs see themselves as artists. #IPR mission: "science behind the art of PR." #measurepr
- 4:49 pm **mdbarber:** Please let's! RT @kdpaine: @CommAMMO #measurepr yes, and the next thing I will invent is the Silo-Busting Measurement Bomb :) #measurepr
- 4:49 pm **CommAMMO:** RT @kdpaine: @CommAMMO #measurepr yes, and the next thing I will invent is the Silo-Busting Measurement Bomb :) #measurepr

- 4:49 pm **theelusivfish:** RT @CommAMMO: Many CMOs see themselves as scientists, whilst CCOs see themselves as artists. #IPR mission: "science behind the art of PR." #measurepr
- 4:49 pm **kdpaine:** @shonali #measurePR measure failure first. Figure out what is NOT working, then stop doing it , divert \$\$ to what is
- 4:50 pm **kdpaine:** @jeffespo #measurepr sounds great, hows it working?
- 4:50 pm **SLGneil:** Blogpost: AVE - The 'Dodo' of PR Measurement? Here's my take on the AVE and #measurepr debate <http://ow.ly/27EnT>
- 4:50 pm **shonali:** RT @CommAMMO: Many CMOs see themselves as scientists, CCOs see themselves as artists. #IPR mission "science behind the art of PR" #measurePR
- 4:50 pm **alanchumley:** #measurepr cultural studies+audience studies+reception/interpretation analysis needs 2 weigh in on meas: audienceexist? reach=influence?
- 4:50 pm **shonali:** Yes! RT @kdpaine: Measure failure first. Figure out what is NOT working, then stop doing it , divert \$\$ to what is. #measurePR
- 4:50 pm **kdpaine:** RT @mdbarber: PRSA has MBA/Biz School Initiative trying to get more PR in biz/MBA programs. Message if you'd like to help out. #measurepr
- 4:50 pm **kyle\_a\_m:** RT @kdpaine: @shonali #measurePR measure failure first. Figure out what is NOT working, then stop doing it , divert \$\$ to what is
- 4:50 pm **PRAMITASEN:** RT @CommAMMO:Many CMOs see themselves as scientists,whilst CCOs see themselves as artists. #IPR "science behind the art of PR." #measurepr
- 4:51 pm **alanchumley:** RT @kdpaine: Measure failure first. Figure out what is NOT working, then stop doing it , divert \$\$ to what is. #measurePR
- 4:51 pm **jeffespo:** @kdpaine Slowly, but surely making traction. Old dogs don't like new tricks #measurepr
- 4:51 pm **JodiEchakowitz:** RT @mdbarber: PRSA has MBA/Biz School Initiative trying to get more PR in biz/MBA programs. Message if you'd like to help out. #measurepr
- 4:51 pm **SuzieLin:** RT @mdbarber: PRSA has MBA/Biz School Initiative trying to get more PR in biz/MBA programs. Message if youd like to help out. #measurepr
- 4:51 pm **kdpaine:** RT @theelusivfish: must value/ promote/encourage biz schools that get it right. comment and critique those who do it wrong #measurepr
- 4:51 pm **alanchumley:** RT @CommAMMO:Many CMOs see themselves as scientists,whilst CCOs see themselves as artists. #IPR "science behind the art of PR." #measurepr
- 4:51 pm **shonali:** Just about 9 minutes left for this week's chat. Any last questions? DM me, please. #measurePR
- 4:52 pm **Jocelynjmj:** RT @mdbarber: PRSA has MBA/Biz School Initiative trying to get more PR in biz/MBA programs. Message if you'd like to help out. #measurepr
- 4:52 pm **GravitasComm:** RT @mdbarber: PRSA has MBA/Biz School Initiative trying to get more PR in biz/MBA programs. Message if you'd like to help out. #measurepr
- 4:52 pm **shonali:** RT @kdpaine: How to measure the ROI of a conference <http://bit.ly/96TRTG> #measurePR
- 4:53 pm **rjsauter:** RT @shonali: RT @kdpaine: How to measure the ROI of a conference <http://bit.ly/96TRTG> #measurePR
- 4:53 pm **shonali:** @kdpaine Wow, that has to be the QUICKEST blog post ever. Thanks! #measurePR
- 4:53 pm **SuzieLin:** RT @shonali: RT @kdpaine: How to measure the ROI of a conference <http://bit.ly/96TRTG> #measurepr
- 4:53 pm **kdpaine:** @jeffespo #measurepr understand about Old Dogs, but Old Dogs don't lead the pack, they fall by the wayside eventually :)
- 4:53 pm **PRAMITASEN:** RT @mdbarber: PRSA has MBA/Biz School Initiative trying to get more PR in biz/MBA programs. Message if you'd like to help out. #measurepr
- 4:54 pm **CommAMMO:** @mdbarber I'd be interested in helping. Am member of both @prsa @iabc #measurepr

4:54 pm **kevinjacob**: RT @kdpaine: How to measure the ROI of a conference <http://bit.ly/96TRTG> #measurePR

4:54 pm **kdpaine**: @shonali #measurePR that's my reporter training -- the ability to listen and write at the same time :)

4:54 pm **krzimmer**: Great advice! RT @kdpaine: Measure failure first. Figure out what is NOT working, then stop doing it , divert \$\$ to what is. #measurePR

4:54 pm **shonali**: @kdpaine ... and also be in about 10 places at the same time! ;\_) #measurePR

4:55 pm **kdpaine**: @krzimmer #measurePR the scary thing is how many orgs tell me "we never fail" ! so what do they learn from?

4:56 pm **shonali**: OK, we're going to wind down this week's chat. Next chat is 7/20, 12-1 ET, with @gojohnab & will come to you from ALASKA! #measurePR

4:56 pm **mdbarber**: Great advice! RT @kdpaine: Measure failure first. Figure out what is NOT working, then stop doing it , divert \$\$ to what is. #measurepr

4:56 pm **davispr**: RT @kdpaine: links to all things Barcelona Principles are here: <http://bit.ly/d4GPI8> #measurePR

4:56 pm **SuzieLin**: RT @shonali: OK, were going to wind down this weeks chat. Next chat is 7/20 12-1 ET, with @gojohnab & will come to u from ALASKA! #measurepr

4:56 pm **krusk**: @kdpaine oh duh! It's right in the blog post! Read first Kelly! Thanks #measurepr

4:57 pm **rmpapag**: That comment confirms they need someone to help them measure. RT @kdpaine #measurePR the scary thing is how many orgs say "we never fail" !

4:57 pm **alanchumley**: @mdbarber I'd be interested, too. Member of PRSA, IABC. I teach this PR meas @ Canadian University. #measurepr

4:57 pm **kikilitalien**: @shonali and @kdpaine Thanks for another great chat! #measurePR

4:57 pm **krzimmer**: @kdpaine I always measured for failure first (even though my c-suite didn't want to hear it). Always best info IMO! #measurePR

4:57 pm **shonali**: Btw, if you're in internal comms, don't miss #icchat, today & bi-weekly at 2 pm ET. #measurePR

4:57 pm **mdbarber**: Thanks for a great chat @shonali & @kdpaine. Learned a lot today. Also some great reinforcement. #measurepr

4:57 pm **RebeccaDenison**: @CommAMMO Agreed! We need to learn to speak their language, so to speak, and come to the table with valuable metrics. #measurepr

4:58 pm **PRAMITASEN**: RT @shonali: Next chat is 7/20, 12-1 ET, with @gojohnab & will come to you from ALASKA! #measurePR

4:58 pm **shonali**: Thanks all for stopping by #measurePR & @kdpaine, GREAT to have you back! Don't forget next chat: 7/20, 12-1 pm ET, w @gojohnab, fm Alaska!

4:58 pm **LisaNewkirk**: RT @shonali: BTW, if you're in internal comms, don't miss #icchat, today & bi-weekly at 2 pm ET. #measurePR

4:59 pm **csledzik**: RT @shonali: Btw, if you're in internal comms, don't miss #icchat, today & bi-weekly at 2 pm ET. #measurePR

4:59 pm **SuzieLin**: Thank you @shonali and @kdpaine for a great chat today! #measurepr

4:59 pm **richardbagnall**: Next #measurepr chat is 20 July, 5-6pm BST with the fab @gojohnab from Alaska!

4:59 pm **theelusivfish**: thx @shonali @kdpaine and all others for another great #measurepr ... back to the grind I go

4:59 pm **kdpaine**: @shonali #measurePR that went so quickly! Amazing how time flies when you're talking with fascinating people .Thanks everyone for coming!

5:00 pm **RebeccaDenison**: As always, thanks to @shonali for an awesome chat, and so glad to see @kdpaine! #measurepr

5:00 pm **jeffespo**: RT @kdpaine: @jeffespo #measurepr understand about Old Dogs, but Old Dogs don't lead the pack, they fall by the wayside eventually :)

5:00 pm **alanchumley**: Thx @kdpaine & @shonali #measurepr

5:00 pm **shonali:** @kdpaine It did. Thank you again! #measurePR

5:00 pm **RebeccaDenison:** RT @richardbagnall Next #measurepr chat is 20 July, 5-6pm BST with the fab @gojohnab from Alaska! #measurepr

5:00 pm **CommAMMO:** As usual, a stimulating chat with @shonali and @kdpaine. #measurepr

5:00 pm **PRAMITASEN:** Thanks for a great chat everyone. Talk to you soon! #measurepr

5:01 pm **kdpaine:** @shonali ths 1 is 4 u: Fergie & Ferrari say bye bye #measurepr as well <http://yfrog.com/591aklj>

5:01 pm **shonali:** @alanchumley @RebeccaDenison @theelusivfish @richardbagnall @SuzieLn @commAMMO @mdbarber @kikilitalien @alanchumley Thank you! #measurePR

5:01 pm **kyle\_a\_m:** Thx for another great #measurePR to @shonali @kdpaine and all who participated.

5:01 pm **shonali:** @kdpaine AWWWW!!!! #measurePR

5:02 pm **kdpaine:** more on the importance of measuring failure <http://bit.ly/aBKrCI> #measurepr

5:02 pm **richardbagnall:** @kdpaine How many cats you got? There's some more eyes reflecting in the screen! :) #measurepr

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